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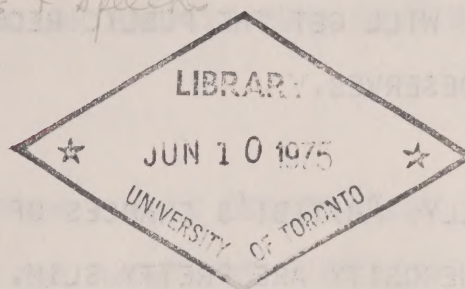
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NOTES FOR REMARKS BY

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Contains
MINISTER OF COLLEGES AND UNIVERSITIES

Statements & speech



AT THE DEDICATION CEREMONY FOR THE

ABITIBI-LAKEHEAD UNIVERSITY CENTRE

FOR FOREST RESOURCE STUDIES

3RD JUNE 1975

LADIES AND GENTLEMEN:

THIS IS AN IMPORTANT DAY FOR LAKEHEAD UNIVERSITY AND I AM VERY PLEASED TO BE HERE TO SHARE IT WITH YOU.

I THINK IT SHOULD BE AN IMPORTANT DAY FOR THE ABITIBI PAPER COMPANY TOO. THEIR GIFT TO THE UNIVERSITY IS SIGNIFICANT, VALUABLE AND EXTREMELY GENEROUS. I HOPE THE COMPANY WILL GET THE PUBLIC RECOGNITION THAT IT CERTAINLY DESERVES.

UNFORTUNATELY, ABITIBI'S CHANCES OF GETTING FULL CREDIT FOR ITS GENEROSITY ARE PRETTY SLIM. FOR SOME REASON, OUR SOCIETY IS ALWAYS QUICK TO CRITICIZE INDUSTRY BUT SEEMS SLOW AND UNWILLING TO RECOGNIZE THE ENORMOUS BENEFITS THAT THE PROVINCE ENJOYS AS A RESULT OF THE ENERGY AND IMAGINATION OF ITS CORPORATE CITIZENS.

SOME OF THESE BENEFITS ARE VISIBLE AND OBVIOUS - THE CREATION OF EMPLOYMENT AND INDUSTRY'S CONTRIBUTION TO PROVINCIAL TAX REVENUES, FOR EXAMPLE.

OTHER BENEFITS ARE LESS OBVIOUS AND EVEN MORE FREQUENTLY OVERLOOKED. THE KIND OF BENEFIT I MEAN IS THE FREQUENT DONATIONS MADE BY BOTH LARGE AND SMALL COMPANIES TO A GREAT VARIETY OF SOCIAL, CULTURAL, RECREATIONAL AND

EDUCATIONAL ACTIVITIES.

I DON'T KNOW WHY CORPORATIONS ALMOST INVARIABLY GET LITTLE OR NO CREDIT FOR THEIR PRIVATE GIVING. ONE REASON MAY BE THAT THEY ARE USUALLY REMARKABLY MODEST. BUT I THINK THE MAIN REASON IS THAT THE IDEA OF A CORPORATION AS A SHY PHILANTHROPIST RUNS COUNTER TO OUR CURRENT MYTHOLOGY.

UNFORTUNATELY, A LOT OF PUBLIC DEBATE ABOUT THE ROLE OF INDUSTRY IN SOCIETY HAS ABOUT THE INTELLECTUAL DEPTH OF AN OLD "B" MOVIE, AND IS AS PREDICTABLE AS IT IS MISLEADING.

IN THE ALL TOO FAMILIAR SCENARIO, THE CORPORATION IS INVARIABLY CASTE AS THE "BAD GUY", MOTIVATED ONLY BY GREED AND SELF-INTEREST.

I KNOW THAT CORPORATIONS DON'T DESERVE THIS KIND OF TYPECASTING AND TRY TO COUNTER IT. BUT IT'S LIKE TRYING TO COUNTER AN INACCURATE NEWSPAPER STORY. THE ORIGINAL ERROR ON THE FRONT PAGE ALWAYS GETS A LOT MORE ATTENTION THAN THE CORRECTION, DAYS LATER, UNDERNEATH THE OBITUARIES ON PAGE 78.

I SHOULD ADMIT HERE THAT I HAVE AN ULTERIOR MOTIVE FOR HOPING THAT ABITIBI GETS WIDESPREAD RECOGNITION FOR ITS

GENEROUS GIFT. MY REASON IS THAT ABITIBI'S DONATION TO THE UNIVERSITY IS EXACTLY THE KIND OF CORPORATE CONTRIBUTION TO OUR UNIVERSITY SYSTEM THAT THE ONTARIO GOVERNMENT WANTS TO ENCOURAGE.

A NUMBER OF CORPORATIONS HAVE ASKED US WHAT KINDS OF DONATIONS TO UNIVERSITIES WOULD BE MOST APPROPRIATE. OUR ADVICE HAS BEEN THAT CORPORATE DONATIONS TO HELP UNIVERSITIES MEET THEIR DAY-TO-DAY OPERATING EXPENSES WOULD ONLY SERVE TO CREATE A DEMAND FOR CONTINUING SUPPORT THAT, IN SUBSEQUENT YEARS, NEITHER THE GOVERNMENT NOR A PRIVATE DONOR WOULD NECESSARILY BE WILLING OR ABLE TO MEET.

HOWEVER, WE HAVE POINTED OUT THAT THERE ARE MANY AREAS OF UNIVERSITY ACTIVITY THAT DO NOT RECEIVE DIRECT GOVERNMENT FUNDING. AND IN THIS TIME OF TIGHT BUDGETS AND COST PARING, MANY WORTHWHILE PROJECTS MAY NOT BE ABLE TO PROCEED WITHOUT PRIVATE SUPPORT.

THIS SITUATION PROVIDES AN EXCELLENT OPPORTUNITY FOR MAJOR COMPANIES TO DEMONSTRATE THEIR GOOD CORPORATE CITIZENSHIP AND TO MAKE SIGNIFICANT CONTRIBUTIONS TO THE UNIVERSITY SYSTEM.

FOR EXAMPLE, IT SEEMS TO ME LOGICAL THAT A PUBLISHER MIGHT WANT TO FUND A ONE-YEAR WRITER-IN-RESIDENCE PROGRAM AT ONE OF

THE UNIVERSITIES. AT LEAST ONE OF THESE WORTHWHILE PROGRAMS HAS BEEN DISCONTINUED IN ONTARIO IN THE CURRENT YEAR BECAUSE OF A LACK OF FUNDS.

ANOTHER EXAMPLE OF A UNIVERSITY PROJECT DESERVING CORPORATE SUPPORT IS THE TRENT UNIVERSITY AUDIO LIBRARY PROGRAM. THROUGH THIS VENTURE, BLIND STUDENTS ARE GIVEN ACCESS TO COURSE MATERIALS BY HAVING THE INFORMATION TRANSFERRED TO AUDIO TAPES.

A THIRD EXAMPLE OF COURSE, IS ABITIBI'S GENEROUS GIFT TO LAKEHEAD THAT WE ARE HERE TO DEDICATE TODAY. ON BEHALF OF THE GOVERNMENT OF ONTARIO, I WOULD LIKE TO THANK THE COMPANY FOR ITS SUPPORT AND CONTINUING INTEREST IN THE UNIVERSITY AND TO ASSURE THEM THAT THEY HAVE EARNED OUR GRATITUDE BY THE FINE EXAMPLE OF GENEROSITY AND CO-OPERATION THEY HAVE SET.

